GOVERNMENT OF INDIA
SMALL SCALE INDUSTRIES AND RURAL AND AGRO INDUSTR
LOK SABHA

UNSTARRED QUESTION NO:4876
ANSWERED ON:20.12.2000
KHADI AS INTERNATIONAL PRODUCT
SURESH RAMRAO JADHAV (PATIL)

Will the Minister of SMALL SCALE INDUSTRIES AND RURAL AND AGRO INDUSTR be pleased to state:

(a) whether the Government have planned a global campaign to project Khadi as an International Product;

(b) if so, the details thereof alongwith estimated expenditure is likely to be incurred on the campaign; and

(c) the time by which the Khadi shops at all International airports in the country are likely to be set-up?

Answer

THE MINISTER OF STATE (INDEPENDENT CHARGE) IN THE MINISTRY OF SMALL SCALE INDUSTRIES AND AGF RURAL INDUSTRIES (SMT. VASUNDHARA RAJE)

(a) & (b): The Khadi & Village Industries Commission is promoting Khadi and its products through an intensive advertising campaign. As the advertising is a continuous process, no time frame has been fixed and expenditure would be need based.

(c): Since the setting up of shops at International Airports is presently at a discussion stage, no time frame can be fixed.